

## Message Text

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ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/OIM/AUSTRALASIA/LPSILLOWAY, CMM/CJ

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COM/OIM/PD/CGENDREAU

COM/OIM/DM/EWTATGE

EA/EP/MHENDERSON

STATE/EA/ANP/CSQUIRE

EA/ANP/HNELSON

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R 281321Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA

INFO AMCONSUL MELBOURNE

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS STATE 102700

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY-1977 DRAFT CCP

; ' CCP

REF; (A): CANBERRA (A) 556, (B) 592 AND (C) 690

REF; (D) STATE A-7369, 12/10/75

1. W.C.A.G. AGREED DRAFT OF FY-1977 CCP FOR AUSTRALIA BEING SENT TO EMBASSY VIA AIR POUCH APRIL 19. DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION GROUP (WCAG). RECOMMENDATIONS SUUMITTED IN REF (A) T;ROUGH (C) HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTE;T POSSI0LE ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRODUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

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2. WE NOTE IN NUMEROUS CCPS THAT CAMPAIGN ACTIONS OFTEN ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE ACTIVE INVOLVEMENT OF USIS SERVICES. TO STRENGTHEN USIA SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR PROJECTED SUPPORT OF CCP CAMPAIGNS WITH THEIR FY-77 COUNTRY

PLANS. IN USIA, REQUESTS FOR NEW MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY-1977, WHICH WERE ENUMERATED IN REF (D) AND STATE 54879.

3. WCAG REPRESENTATIVE LOREE P. SILLOWAY, COUNTRY MARKETING MANAGER FOR AUSTRALASIA, COMMERCE, BIC/OIM, IS TENTATIVELY PLANNING TO VISIT CANBERRA JUNE 14-16 FOR PURPOSE OF REVIEWING ALL ASPECTS OF THE DRAFT AND FINALIZING THE FY-1977 CCP FOR AUSTRALASIA. WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED, INITIALED TEXT OF THE CCP REFLECTING APPROVAL OF THE WCAG AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER.

4. ACTION REQUESTED; POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE/UPDATE SECTION II, PERSONNEL RESOURCE LIST. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SP-SPECIFIC DATA MAY BE DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN. SISCO

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**TAGS:** BEXP, AS  
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